



## MOUNTAINS RECREATION & CONSERVATION AUTHORITY

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### MEMORANDUM

TO: The Governing Board

FROM:  Joseph T. Edmiston, FAICP, Hon. ASLA, Executive Officer

DATE: April 14, 2010

SUBJECT: **Agenda Item V(d): Consideration of resolution authorizing a professional services contract with The Arroyo Guild for development of a visitor interpretation and marketing plan for the Arroyo Seco Parkway National Scenic Byway.**

Staff Recommendation: That the Governing Board adopt the attached resolution authorizing a professional services contract with The Arroyo Guild in the amount of \$48,360 for development of a visitor interpretation and marketing plan for the Arroyo Seco Parkway National Scenic Byway.

Background: On August 3, 2005, the Board authorized a Cooperative Agreement with the California Department of Transportation (Caltrans) for the purpose of planning and implementing recommendations defined in the Draft Arroyo Seco Parkway National Scenic Byway Corridor Management Plan (CMP). The Cooperative Agreement granted funds to the MRCA to develop a comprehensive visitor interpretation and marketing plan for the parkway, based on the recommendations contained in the CMP.

The Arroyo Seco Parkway National Scenic Byway was designated a national byway due to the exemplary historic, cultural, natural and recreational qualities along the National Register-eligible historic parkway. The numerous resources of the Arroyo Seco corridor must compete with the visitor attractions and amenities of greater Los Angeles. Within this environment, raising awareness for the historic homes, museums and recreational sites and interpreting stories as diverse as Native American activities and the final leg of US Route 66 will require a sophisticated plan. As a posted 55-mph parkway, there are no suitable locations along the parkway to provide interpretive signs, or even safe pullouts for interpretation opportunities. Interpretation for the corridor must be accomplished adjacent to the parkway and in safe viewing areas such as the various adjacent parks.

The Cooperative Agreement with Caltrans authorized \$336,400 for the development of an interpretive and marketing plan. However, Caltrans has notified MRCA that

only \$165,048 will be available until June 30, 2011. It is not known if the remaining funds will become available after that date. Therefore, development of a complete plan including recommendations and strategies cannot be authorized, and only the initial phases of data gathering and analysis are contemplated at this time.

The scope of work for The Arroyo Guild will include background and audience research, project management, and facilitation services for production of the interpretation and marketing plan.

The Arroyo Guild is a strategic communications and project management consulting firm based in the northeast Los Angeles neighborhood of Highland Park. The founder, Nicole Possert, has been integrally involved in the ongoing planning activities for the Arroyo Seco Parkway for several years. The Arroyo Guild has satisfactorily performed services for MRCA related to the Arroyo Seco Scenic Byway organization.

The amount of the professional services contract with The Arroyo Guild is \$48,360. The Arroyo Guild has a history of donating in-kind services in previous contracts with MRCA, and this would will help offset the reduced funding from Caltrans.